

Rep Order# 9780251 Ver# 1 Status New

Traffic Order#

Printed: 08/16/2012 9:39 AM
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Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product DEFEND JUSTICE
Estimate# 1546
Buyer JANET KATOWITZ
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
1322 G ST, NE
WASHINGTON, DC 20003
Agency C/P1/P2/E 361/379/1546
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILLIPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

DEFEND JUSTICE FROM POLITICS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
NEW DEFEND JUSTICE ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	7A-8A	GMA	:30	\$350.00	10/23-10/26	2	1	2	\$700.00	
	2	M	7A-8A	GMA	:30	\$350.00	10/29-10/29	1	1	1	\$350.00	
	3	TU-F	8A-9A	GMA	:30	\$350.00	10/23-10/26	2	1	2	\$700.00	
	4	TU-F	530P-6P	NEWS	:30	\$450.00	10/23-10/26	2	1	2	\$900.00	
	5	M	530P-6P	NEWS	:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
	6	TU-F	6P-630P	NEWS	:30	\$750.00	10/23-10/26	2	1	2	\$1,500.00	
	7	TU-F	7P-730P	WHEEL	:30	\$400.00	10/23-10/26	1	1	1	\$400.00	
	8	TU-F	730P-8P	JEOPARDY	:30	\$400.00	10/23-10/26	2	1	2	\$800.00	
	9	TU-F	11P-1135P	NEWS	:30	\$650.00	10/23-10/26	3	1	3	\$1,950.00	
	10	TU-F	1135P-1205A	NIGHTLINE	:30	\$225.00	10/23-10/26	2	1	2	\$450.00	

Station	WWSB-TV SARASOTA,FL	Agency	() THE NEW MEDIA FIRM	Rep Firm	() WASHINGTON
Advertiser	() POLITICAL ISSUE GROU	1322 G ST, NE		Sales Office	() BRAD PHILIPPS
Product	DEFEND JUSTICE	WASHINGTON, DC 20003		Salesperson	
Estimate#	1546	Agency C/P1/P2/E	361/379/1546	Salesperson Phone#	202-955-5342
Buyer	JANET KATOWITZ	Flight Dates	10/23/2012 - 10/29/2012	Salesperson FAX#	202-955-5348
Phone#		Hiatus Weeks			
Fax#					

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SA	630P-7P	NEWS	:30	\$425.00	10/27-10/27	1	1	1	\$425.00	
	12	SA	7P-730P	WHEEL	:30	\$425.00	10/27-10/27	1	1	1	\$425.00	
	13	SU	630P-7P	NEWS	:30	\$425.00	10/28-10/28	1	1	1	\$425.00	

---REPORT TOTALS---
Report Totals: 21 / \$9,475.00

---SALES MONTHLY TOTALS---

Oct 12:	19 / \$8,675.00	Nov 12:	2 / \$800.00
Sales Totals:	21 / \$9,475.00		
Station Totals:	21 / \$9,475.00		
Lines not sent/rcld/rtrn:	0 / \$0.00		

---COMPETITIVE---

Market Totals	\$157,917	CABL	0%	UNKN	94%	WBSV	0%	WFLA	0%	WFTS	0%
		WTOG	0%	WTSP	0%	WTTA	0%	WTVT	0%	WWSB	6%

---COMPETITIVE COMMENTS---

SHARES EST - WILL FOLLOW UP

Books	null
Demos	RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

www.wwsb.tv

And:

THE NEW MEDIA FIRM
904 PENNSYLVANIA AVE SE
SUITE 2
WASHINGTON, DC 20003

Contract / Revision 31482 /		Alt. Order # 09780251
Product 361/379/1546/DEFEND JUSTICE		
Contract Dates 10/23/12 - 10/29/12		Est. # 1546
Advertiser DEFEND JUSTICE		Original Date / Revision 08/20/12 / 08/20/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive BRAD PHILLIPS	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 361	Product Code 379
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	10/23/12	10/26/12	Good Morning America	7-9a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$350.00			
N 2	7	10/29/12	10/29/12	Good Morning America	7-9a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$350.00			
N 3	7	10/23/12	10/26/12	Good Morning America	7-9a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$350.00			
N 4	7	10/23/12	10/26/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$450.00			
N 5	7	10/29/12	10/29/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$450.00			
N 6	7	10/23/12	10/26/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$750.00			
N 7	7	10/23/12	10/26/12	M-Sa 7-730p	MILLIONAIRE		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$400.00			
N 8	7	10/23/12	10/26/12	M-Sa 730-8p	MILLIONAIRE		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$400.00			
N 9	7	10/23/12	10/26/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$650.00			
N 10	7	10/23/12	10/26/12	Nightline	1135p-12:02:05a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$225.00			
N 11	7	10/27/12	10/27/12	ABC 7 Sat News at 7p	7-730p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$425.00			
N 12	7	10/27/12	10/27/12	M-Sa 7-730p	WHEEL		:30			NM	1	\$425.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

Contract / Revision		Alt. Order #
31482 /		09780251
Contract Dates	Product	Est. #
10/23/12 - 10/29/12	361/379/1546/DEFEND	1546
Advertiser		Original Date / Revision
DEFEND JUSTICE		08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$425.00			
N 13 7		10/28/12	10/28/12	ABC 7 Sun News at 63	630-7p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$425.00			
Totals											21	\$9,475.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	19	\$8,675.00	\$7,373.75
10/29/12 - 10/29/12	2	\$800.00	\$680.00
Totals	21	\$9,475.00	\$8,053.75

Signature: _____ Date: _____

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